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FOR IMMEDIATE RELEASE:**FINAL NEW HAMPSHIRE CELEBRITY ENTERTAINER PHOTOS ADDED
TO THE DREAM VACATION WEBSITE**

Magician B.J. Hickman and Musician Phil Vassar Love It Here!

Concord, New Hampshire, August 25th, 2011 – Magician B.J. Hickman loves the mountains, ocean and lakes, while Nashville-based musician Phil Vassar says “I love all of you people!” These entertainers share a love of New Hampshire and have sent us their photos taken with the New Hampshire Dream Vacation contest sign.

“As part of the state’s summer NH Dream Vacation promotion, celebrities who love it here have been lending their famous faces to the promotion all summer long,” said Tai Freligh, Communications Manager for the New Hampshire Division of Travel and Tourism Development. The contest, which runs through Labor Day, allows visitors to participate in an interactive photo and video contest with the winner receiving a custom-designed NH dream vacation worth \$2,500 or \$1,000.

A regular entertainer at Hollywood’s Magic Castle, and a New England favorite, magician BJ Hickman is one of the busiest magicians in America. He keeps people entertained at festivals, art centers, theaters, educational school assemblies, special events throughout New England to speaking presentations throughout the United States.

For fellow magicians, he lectures about the business of entertaining family audiences and using magic to motivate children. He has sold thousands of his instructional video tapes.

His interest in magic began as a child growing up in Manchester, New Hampshire. “My dad taught me a little trick with a piece of string and I was hooked,” recalls Hickman. He later migrated to Hampton Beach, New Hampshire.

“I love so much about New Hampshire – from the mountains to the lakes and ocean,” he added.

Phil Vassar’s unbounded energy and limitless talent have proven him, again and again, as one of Nashville’s most prolific and versatile stars. Those who best understand Phil Vassar – good-time, piano playing, boundless energy on stage, hardest-working-man-in-the business– also understand the ongoing evolution of his original music.

His resume boasts numerous hits for artists including Alan Jackson, Tim McGraw, Jo Dee Messina, and Collin Raye, and many more hits as an artist in his own right. He’s been named the *American Society of Composers, Authors and Publishers* Songwriter of the Year twice and has taken top

honors from the Academy of Country Music, Billboard MusicRow, and also honored by the Country Music Awards.

Vasser played at the Palace Theatre in Manchester earlier this summer as part of Child & Family Services of New Hampshire's "Concerts for the Cause 2011" program.

"We have had an amazing group of celebrities this year, ranging from athletes to actors to entertainers," said Freligh. "All summer long they have showed us why they love it here and really helped us to highlight what makes New Hampshire so special." Complete quotes and bios accompany the celebrity photos and you can view a gallery of everyone who participated this year. Additional photos not included on the contest website can be viewed on the [VisitNH Facebook](#) page as well.

These two celebrities with New Hampshire ties are the last two to be added to the celebrity page on the New Hampshire Dream Vacation site (www.nhdreamvacation.com). While the celebrity portion of the promotion is complete, contestants can still enter the contest, which runs through Labor Day. Download a contest sign and start taking pictures and videos around New Hampshire and enter for your chance at either a \$2,500 or \$1,000 dream vacation in New Hampshire.

ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state's seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, www.visitnh.gov administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit www.visitnh.gov

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